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CLAIMS:

1. A method for viewing images on a display (100, 110), the method comprising:

producing a lighting effect to enhance the viewing of the images on the display; and

automatically adjusting one or more display settings of the display based on the produced lighting effect.

- 2. The method of claim 1, wherein the display is a television (100, 110) and the lighting effect is produced by a light source (102) integrated in the television.
- 3. The method of claim 1, wherein the display is a television and the lighting effect is produced by a light source separable (116, 132) from the television.
- 4. The method of claim 1, wherein the one or more display settings are selected from a group consisting of contrast, hue, saturation, color temperature, and brightness.
- 5. The method of claim 1, wherein the producing comprises increasing a light intensity and the automatically adjusting comprises automatically adjusting a contrast of the display.
 - 6. A display (100) for viewing images, the display comprising: a display portion (104) for rendering the images;

an integrated light source (102) for producing a lighting effect to enhance the viewing of the images on the display; and

a processor (118) for automatically adjusting one or more display settings of the display based on the produced lighting effect.

- 7. The display of claim 6, wherein the display is a television.
- 8. The display of claim 6, wherein the one or more display settings are selected from a group consisting of contrast, hue, saturation, color temperature, and brightness.

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- 9. The display of claim 6, wherein the integrated light source increases a light intensity and the processor automatically adjusts a contrast of the display portion.
- 10. A system for viewing images, the system comprising:
 a display (100, 110) for rendering the images on a display portion (104, 112);
- a light source (102, 116, 132) for producing a lighting effect to enhance the viewing of the images on the display; and
- a processor (118, 124, 136) for automatically adjusting one or more display settings of the display based on the produced lighting effect.
- 11. The system of claim 10, wherein the display is a television and the light source (102) is integrated in the television.
- 12. The system of claim 11, wherein the processor is integral (118) with the television.
- 13. The system of claim 10, wherein the display is a television and the light source (116, 132) is separable from the television.
- 14. The system of claim 13, wherein the processor (124, 136) is separable from the television.
- 15. The system of claim 14, wherein the light source and processor are contained in a set-top box (114) operatively connected to the television.
- 16. The system of claim 10, wherein the one or more display settings are selected from a group consisting of contrast, hue, saturation, color temperature, and brightness.
- 17. The system of claim 10, wherein the light source increases a light intensity and the processor automatically adjusts a contrast of the display portion.
- 18. A set-top box (114) for use with a television, the set-top box comprising:

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a light source (116, 132) for producing a lighting effect to enhance viewing of images on the television; and

a processor (124) operatively connected to the light source and television for automatically adjusting one or more display settings of the television based on the produced lighting effect.

- 19. The set-top box of claim 18, wherein the light source (102) is integral with the set-top box.
- 20. A computer program product embodied in a computer-readable medium for viewing images on a display (100, 110), the computer program product comprising:

computer readable program code means for producing a lighting effect to enhance the viewing of the images on the display; and

computer readable program code means for automatically adjusting one or more display settings of the display based on the produced lighting effect.

21. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for viewing images on a display (100, 110), the method comprising:

producing a lighting effect to enhance the viewing of the images on the display; and

automatically adjusting one or more display settings of the display based on the produced lighting effect.